

DRINKING HELPS.

Soft drinks and iced teas,
just as they should be –
from the best organic,
Fairtrade ingredients.



LEMONAID⁺

ChariTea[•]

FOR THOSE WHO SEARCH FOR MEANING AND PURPOSE WHEN DRINKING.



We make drinks as they should be made – from the best Fairtrade ingredients. Our raw materials are grown organically on Fairtrade plantations and by cooperatives we've developed longstanding relationships with. So far, so delicious.

But it's not just the desire to quench your thirst with delicious soft drinks that drives us. We started the Lemonaid & ChariTea project to incite and shape the process of social change. With each bottle we want to make a small contribution. We want to change the world drink by drink. A little, at least. Beyond Fairtrade, every bottle purchased supports the Lemonaid & ChariTea Foundation. So far, we've raised more than €4,000,000; money which the organisation can now put to good use supporting a variety of social projects in the growing countries. In the winter of 2008, we took a deep breath and went for it: quit our day jobs and transformed our vision into reality. Just like the Beatles, our business grew up in



Hamburg's St. Pauli, a bohemian and vibrant area then and now. In our kitchen there, we juiced limes, brewed tea, crushed sugar, invited friends over and clinked glasses. When all those glasses were drained, and much fun had in the process, they were ready – Lemonaid & ChariTea. As a result of inevitable capacity problems in our kitchen, and given that a little help from seasoned professionals never hurts, since the summer of 2009 a small organic company has taken over the role of filling the bottles. And they do it well.

LEMONAID⁺

Organic soft drinks with pure,
Fairtrade ingredients

- Made from the best fresh juices
- Lightly sweetened with raw cane sugar
- No preservatives or artificial flavours at all
- From organic, Fairtrade ingredients



LEMONAID BLOOD ORANGE

Fruity blood orange drink, rounded off with grapefruit, orange, lemon and cherry juices.

THE INGREDIENTS

LEMONAID LIME

Carbonated water, lime juice (10%), cane sugar.

LEMONAID PASSION FRUIT

Carbonated water, passion fruit juice (10%), cane sugar, lime juice, mango juice.

LEMONAID BLOOD ORANGE

Carbonated water, blood orange juice (7%), cane sugar, grapefruit juice, lemon juice, orange juice, cherry juice.

LEMONAID GINGER

Carbonated water, lemon juice (6%), cane sugar, ginger puree (3%).

NUTRITIONAL VALUES per 100 ml

	LIME	PASSION FRUIT	BLOOD ORANGE	GINGER
Energy	116 kJ	106 kJ	125 kJ	104 kJ
	27 kcal	25 kcal	30 kcal	24 kcal
Carbohydrates	6.0 g	5.5 g	6.8 g	6.1 g
of which sugars	6.0 g	5.5 g	6.8 g	6.1 g

May contain traces of fat, saturates, protein and salt

LEMONAID PASSION FRUIT
Delicious passion fruit drink with a splash of lime and mango.

LEMONAID LIME
Refreshing lime drink from pure lime juice.

LEMONAID GINGER
Refreshing lemonade with loads of ginger, refined with lemon juice.

* except for Lemonaid Lime

ChariTea

Freshly brewed organic iced tea
from Fairtrade ingredients

- Natural refreshment from freshly brewed tea
- The best pure juice
- No flavour enhancers, preservatives
or artificial flavours
- Sweetened with organic agave nectar or honey
- From organic, Fairtrade ingredients



THE INGREDIENTS

CHARITEA RED

Infusion of rooibos tea (91%), agave nectar,
passion fruit juice (5%), elderberry juice.

CHARITEA GREEN

Infusion of green tea and ginger (94%),
agave nectar, honey, lemon juice.

CHARITEA BLACK

Infusion of black tea (93%), agave nectar,
lemon juice (3%).

CHARITEA MATE

Carbonated infusion of mate tea and black tea (88%),
agave nectar, orange juice (3%), lemon juice (3%).

NUTRITIONAL VALUES per 100 ml

	RED	GREEN	BLACK	MATE
Energy	68 kJ 16 kcal	63 kJ 15 kcal	70 kJ 17 kcal	71 kJ 17 kcal
Carbohydrates	3.4 g	3.2 g	3.8 g	4.0 g
of which sugars	3.4 g	3.2 g	3.8 g	4.0 g

May contain traces of fat, saturates, protein and salt



CHARITEA RED
Rooibos tea with
passion fruit.



CHARITEA GREEN
Green tea with ginger
and honey.



CHARITEA MATE

Mate tea and black tea with orange
and lemon – and a natural caffeine boost.

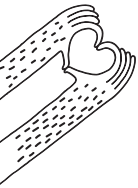


CHARITEA BLACK
Black tea with lemon.



* except for ChariTea green – contains honey

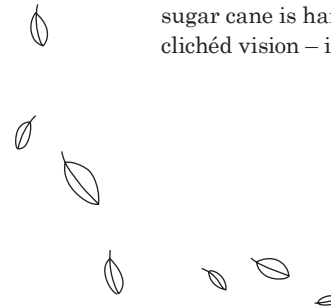
WE REALLY GET TO KNOW OUR INGREDIENTS.



We know exactly where our raw materials come from – and we don't mean from which factory, but from which field, and who grows them. We've got to know the farmers in the regions where our ingredients are grown pretty well over the years. The farmers themselves have known their land for centuries – that goes for blood oranges from the foothills of Mount Etna, the finest tea from the highlands of Sri Lanka, or rooibos from the Cederberg mountains of South Africa. Every last drop of what we make is organic. That means no pesticides, no genetic modifications, just pure nature.



Our ingredients are harvested by hand and processed in traditional ways. According to this philosophy, our tea is picked in the time-honoured “two leaves and a bud” manner. Our rooibos is harvested with a sickle, and our sugar cane is hand-beaten. It's not about some romantic clichéd vision – it's about the best possible taste.



LESS IS MORE – AND MORE DELICIOUS.



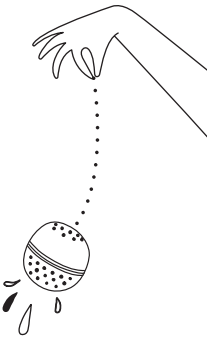
Just like street vendors in Sri Lanka, we thought: we can make delicious lemonade too. Iced tea as well.

After all, it doesn't take much – just carefully-selected, fresh ingredients, no rubbish. Just passion. And fruit.

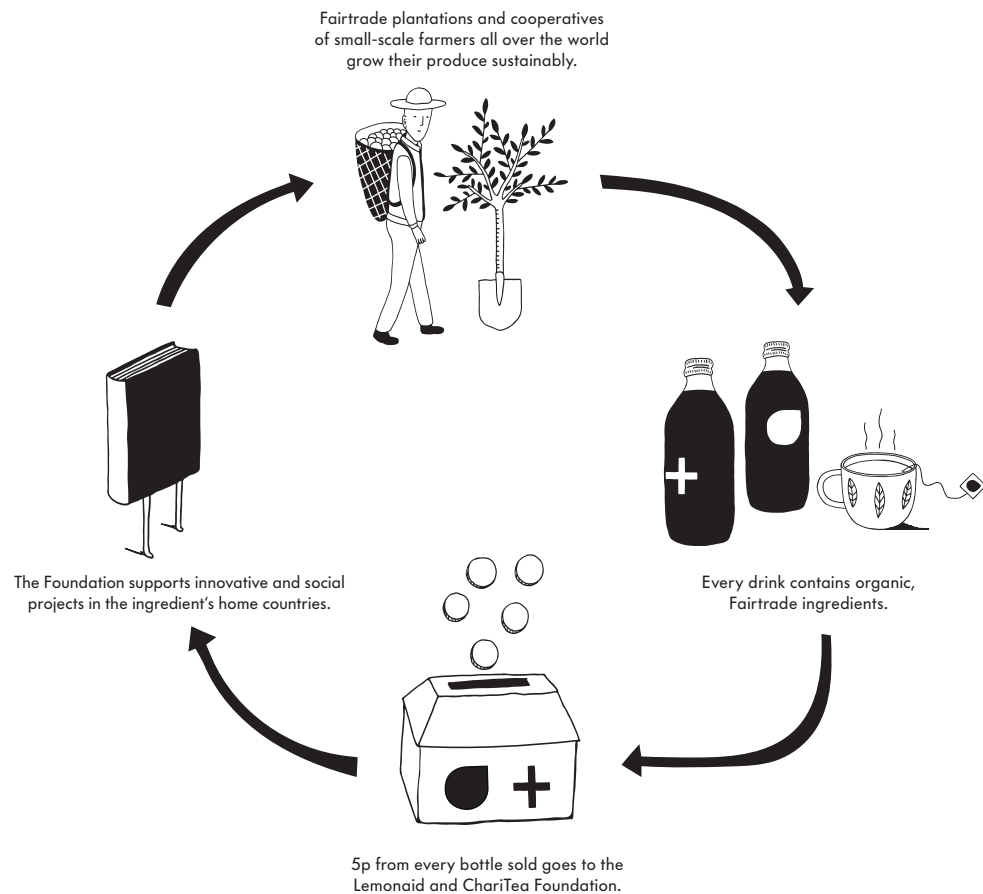


We don't use any flavourings, extracts or concentrates. We just use loads of fresh juice for our soft drinks, and proper, freshly-brewed leaf tea for our iced teas. The only caffeine in our mate tea comes straight from the tea plant itself.

We sweeten our drinks as little as possible. Our soft drinks have just a little cane sugar added, the iced teas a little agave and/or honey.



Freshly brewed black tea, lemon juice and a little agave nectar. So simple, so delicious.



A sip in the right direction – every bottle sold supports Fairtrade and social projects.

THE DRINKING HELPS PRINCIPLE.

As delicious and healthy as they are, our drinks are a means to an end for us – supporting small-scale farmers and development initiatives all over the world.

We believe in conscious, sustainable consumption. Good deeds, a good mood and great taste aren't mutually exclusive. Quite the opposite: that's exactly how products should be designed and made.

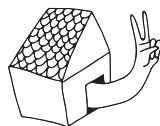
We believe firmly in the "drinking helps" principle. Every bottle contributes a little towards a better world. Achieved through sustainable farming, Fairtrade and active project work in the growing regions.



SCREW THE LID, NOT THE LABOURERS.

We quite deliberately pay higher prices for the raw ingredients and, in doing so, we support ecological, socially sustainable farming. Fairtrade gives the cooperatives long-term prospects – and the ingredients are valued as they deserve to be. With the Fairtrade premium, local farmers can improve their living conditions and implement community projects within their local areas.

We don't just rely on international certificates and quality seals. We want to see for ourselves exactly where the ingredients come from and the hidden stories behind them. Every year we travel to the farming regions to get to know the local farmers and their working conditions.



Our rooibos comes from the Heiveld cooperative in Suid Bokkeveld, South Africa. This is one of the first "coloured" cooperatives of small-scale farmers, and is therefore highly iconic.

The "San Juan"
agricultural school
in Paraguay trains
young people to
become eco-farmers.



MORE THAN FAIR

THE LEMONAID & CHARITEA
FOUNDATION AT WORK



Beyond Fairtrade, every bottle of Lemonaid and ChariTea also contributes to a higher cause. We want to support local projects that improve social, ecological and economical structures in those parts of the world which global economic developments have placed at a significant disadvantage. Therefore we donate five pence for every bottle sold to the Lemonaid and ChariTea Foundation.

The Lemonaid and ChariTea Foundation is a not-for-profit organisation that exclusively and directly supports charitable goals. The Foundation helps people help themselves. Many problems in the countries of the Global South can only be overcome with the autonomous participation of local people. That's why the organisation supports projects which foster political, economic and cultural participation. To date, the sponsorship received from the sale of Lemonaid and ChariTea is the most important source of funds for the Foundation. But everyone who wants to support the project is more than welcome to help, too!

More information about the Foundation on lemonaid-charitea-ev.org

TO SUSTAIN- ABILITY, AND BEYOND.

Just one of many
upcycling examples:
with our dispensers,
empty soft drink
bottles are transfor-
med for new uses.



First we drink,
then we get
creative:
our crates turn
into mini gardens.

Our mission starts with our drinks, and continues with our promotional materials – we want to make sure they're as sustainable as possible. One method is ingenious upcycling, and another is by producing them in a way that has a positive social impact.

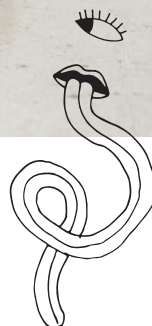
Our promotional materials are made by a workshop in Hamburg that employs workers with disabilities and social barriers to employment. These workplaces help people facing physical and social disadvantages to integrate into daily and working life.

Shirts, hoodies, stools and much more on merch.lemon-aid.com

Tea for two?
Dance the night
away with
ChariTea mate.



MIX IT UP.



You can make great long drinks and cocktails with our soft drinks and iced teas. How about a “Chari Chari Lady” as an aperitif, a summer drink like a “Cujamara Split”, or perhaps an elegant creation like the “East London”?

There's also a range of possibilities involving mate tea with a shot – for all-nighters in London, or Berlin, or wherever. These ones are just for the grown ups.